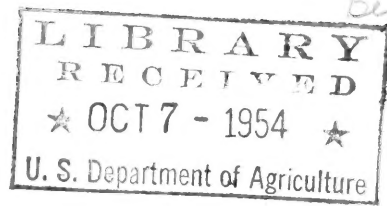


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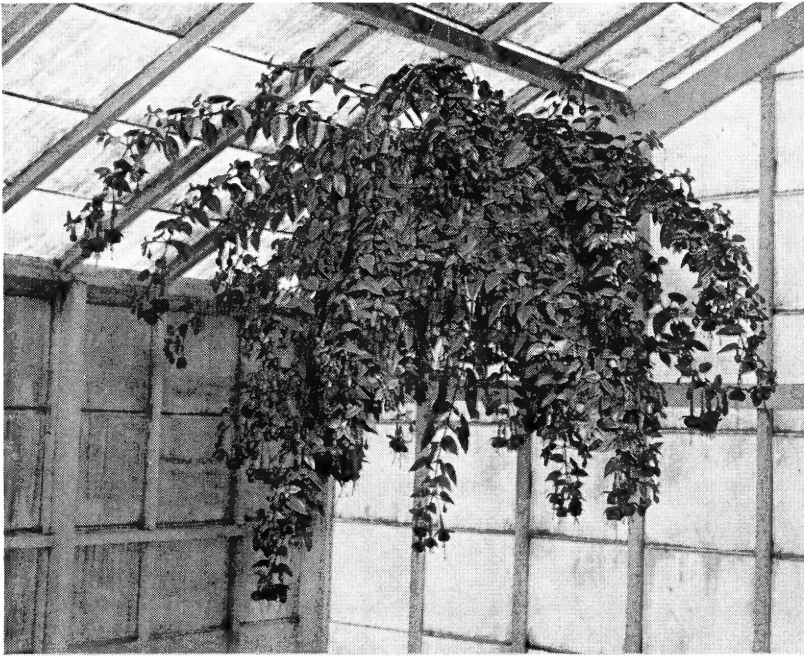
1954-1955 SPECIALIST'S

# WHOLESALE CATALOGUE

## *Fuchsias*

*Geraniums*

*Pelargoniums*



GOLDEN MARINKA

THREE PLANTS IN A 10-INCH BASKET—LESS THAN  
ONE YEAR OLD. DESCRIBED ON PAGE 6

## SCHMIDT NURSERY

355 LAMBERT AVENUE • PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501







*... before ordering*

## *please read these* **TERMS OF SALE**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. **NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.**

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

**Our terms are cash with order**, unless you make other arrangements with us **AT THE TIME YOU ORDER**, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are **NOT** responsible for the safe arrival of plants after they have been accepted in good order by the carrier. **CLAIMS FOR DAMAGE IN TRANSIT** (broken plants, delay in delivery, etc.) **SHOULD BE FILED WITH THE CARRIER ON DELIVERY.**

**Orders will be shipped when plants are ready** and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you **PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.**

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii, New Zealand, Germany, Great Britain, and South Africa.

*... about ordering Early*



The demand for our specialties, particularly fuchsias, continues to increase yearly and so we always seem to be short of stock.

Last season we were sold out of most items in less than three weeks after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1955 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply orders throughout the season.

**Visitors Please Note:** We are **CLOSED MONDAYS** and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are **OPEN ALL OTHER DAYS, INCLUDING SUNDAYS**, from 8 a.m. to 5 p.m.







# FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (Not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots, or gallon cans.

## 1955 INTRODUCTIONS

For 1955 Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor and we are, of course, equally pleased to be able to offer the new fuchsias of Mr. Horace M. Tired of San Francisco.

Merle and Ray Hodges raise their new seedling fuchsias in their famous Pacific Grove Fuchsia Gardens, from where have originated such fine varieties as Oregon Trail, Merle Hodges, Purple Sage, Royal Flush, Citation, Red Cap, Lilibet, and others.

Horace Tired is, of course, well known for his originations of former years, such as Rubeo, Swingtime, Enchanted, Streamliner, Lace Petticoats, Coronation, Voodoo, not to forget his new ones of the 1954 season we mention just two—Gay Paree and Wee One.

Fuchsias by Brand, Jack Evans, Fuchsia-La, Haag, Hazard, Nelson and Waltz have been listed in our catalogues for years. This year we are pleased to add three new names as introducers of new fuchsias. Robert C. Erickson of San Jose for "San Jose," Leo A. Lee of Costa Mesa for "El Camino," and R. A. Weber of Milwaukie, Oregon, for his "Golden Marinka."

Another new introduction, Pink Parfait, is featured on our list. While Clement Schnabel's fine varieties of past years have been prominent in our catalogues, this is the first time we are introducing a brand new variety for him.

This year again we have the pleasure of joint introduction with Victor Reiter, Jr., of his new 1955 originations. You may order them all from us—we are growing our own plants of the 1955 novelties listed below.

The new seedlings are listed alphabetically. Price schedule is at end of description, page 7.

**BALI HI** (Tired)—Double corolla starts violet blue, opens to mauve-blue; tube and broad, upturned sepals white. Hanger with good foliage and an abundance of medium large flowers. Bali Hi stood the warm weather in Palo Alto quite well.

**BERKELEY** (Reiter)—Originator's description: This one is a large-flowered, free-blooming, vigorous variety. The opulent flowers of globular petalage and large recurved sepals hang in hundreds on a fast growing healthy plant. The flowers are basically brilliant Tyrian Rose but there is considerable seasonal variation in their coloring with marblings and edgings of varying intensity in the cooler season. The tube and sepals are paler than the petalage setting it off to advantage. We have introduced this one at the request of Mr. George Budgen to fill the requirements of a good plant suitable for cultivation and worthy of the name of our eastbay city, Berkeley, whose official flower is the fuchsia. "Berkeley" is a fuchsia for everyone, easy to grow, free and showy in flower and vigorous.

**CHEROKEE** (Hodges)—Double corolla with large center petals and smaller out petals, many somewhat pleated. Flower opens purplish, then turns to a rosy hue with a smoky overcast toward petal edges. All petals are attached at the base to the broad deep pink sepals, causing the corolla to spread out flat as the sepals turn up. Exceptionally strong grower with dark foliage, best used as an espalier or hanger. Large flowers of most unusual shape and showy coloring.



**CHIQUITA** (Reiter)—Originator's description: This plant is a hanging-pot trailer exclusively. It has small crinkly, grass-green foliage which tumbles over hanging-pots in a many branched mass smothered with medium double flowers of pale rosy orchid. The flowers resemble the older variety Pastel in coloring but they are larger and more open and the coloring is much crisper. The clean coloring of the pastel flowers, the green of the dense mat of foliage and the absence of fading give Chiquita a unique quality. The plant is self-branching and does not produce berries. Recommended for the more experienced who can wait a few extra weeks for results.

**EL CAMINO** (Lee)—Double corolla of large central petals and smaller spreading outer petals, white, heavily flushed and veined rose. Tube and short, broad upturned sepals rose red. Medium high, bushy grower, deep green medium-sized leaves. Medium large "lively" flowers show up well on the plant.

**GOLDEN MARINKA** (Weber)—Illustrated on front cover. This is a sport of Marinka with the same easy, self-branching habit of growth, red stems and deep red flowers. However, each leaf is variegated with gold, specially near leaf edges, turning to cream as leaves mature. Veining in leaf is red and leaves are flushed red on underside. Unlike most variegated fuchsias, EVERY leaf on Golden Marinka is variegated. One of the best novelty hangers in many years.

**JAMBOREE** (Reiter)—Originator's description: A huge flowered double of brightest Carmine (HCC 21/1). The irregular petals of this immense crisp flower are a dazzling color, a real deep carmine, and the tube and sepals are of the same color in a slightly less intense shade. The flowers open carmine and do not fade at all. The foliage is large and glossy with reddish veining combining well with the large brilliant flowers. The plant is stiffly upright. This variety has been introduced because of its startling new color and not as a general purpose plant. Although it stands heat rather well it has a tendency to woodiness and must be pinched heavily to induce branching. This is a variety with which to amaze the fancier but is not intended as a top drawer landscaping variety.

**MILLIONAIRE** (Tiret)—Fully double corolla deepest violet purple, short tube and broad sepals rose red to deep red, depending on exposure. Strong growing hanger with good foliage. Very large flowers with the richest coloring of any double fuchsia.

**PINK PARFAIT** (Schnabel)—Originator's description: A descendant of Dorothy Louise (Schnabel, 1952) which is somewhat larger and a shade lighter. The sepals are longer and more wing-like while the double spreading corolla extends its petalage between the sepals, i. e., tufts of guard petals appear at the base of the sepal edges. The entire flower is a clear shade of light "strawberry ice-cream pink" which does not fade. Pink Parfait is more open in growth than Dorothy Louise, displaying the flowers to good advantage. Arching branches, with medium foliage. To 3-4 feet.

**PINK POPCORN** (Hodges)—Large corolla with four white, serrated and pink-veined central petals and numerous pleated, smaller outer petals of phlox pink. Long waxy tube and broad, light pink, green-tipped sepals. The smaller outer petals are attached at their base to the sepals and so flare out horizontally as the sepals turn up. Medium strong hanger with good foliage. One of the showiest and most distinctive of all Hodges introductions.

**PIO PICO** (Tiret)—Double corolla opens violet purple, turning to wine purple. Smaller outer petals splashed with fuchsia pink. Short tube and broad, reflexed sepals palest pink, inside of sepals deep pink. Strong growing espalier or hanger with good foliage. Very large flowers feature a long corolla and vivid coloring.

**SAN JOSE** (Erickson)—This is a sport of San Pablo, identical in growth and size of flowers, but somewhat more trailing. The corolla is white, sepals rose pink to rosy red, depending on exposure. San Jose will be a good seller because it is a hanger, has the popular red-and-white coloring and very large flowers.



**SEA SPRITE** (Reiter)—Originator's description: This is a strong upright grower of perfect branching habit and with exceptionally graceful double flowers in the pastel range. The well displayed flowers open into a burst of pale violet (blue) (HCC 36/3). The petals mound loosely into an airy crinkled globular mass nestled at the base of long spreading white sepals. The inner base of the "blue" petals is deep rose making the transition from the white sepals to the "blue" petalage indescribably charming. The older flowers "fade" to a clear rose self, a worthy color in its own right. Sea Sprite has no unsightly fading; it changes color without losing charm. One of our finest introductions and our No. 1 1955 variety. It is easy and grows well but it is advised to give the plant cool conditions so that the delicate beauty of the flowers can be developed to its maximum.

**TINKER BELL** (Hodges)—Long single white corolla, veined soft pink. Tube and long, spreading and then upturned sepals range from white to pink, inside of sepals soft pink, deepening to carmine at tips. Typical medium-sized foliage of Hodges varieties. Spreading bush or best displayed as a hanger. Profusion of fairly large flowers of fine proportion and soft coloring, beautifully shown as a hanging basket at Pacific Grove.

**VIE EN ROSE** (Reiter)—Originator's description: Vie en Rose produces double medium sized flowers in the greatest profusion on a roundish well branched bush. The habit of growth resembles the G. Monk-Winston Churchill tribe with its small leaves, basal branching and bushy growth—the ideal pot habit. However, the flowers of Vie en Rose are not only more perfectly formed than those of the Churchill group but are of the most exquisite porcelain-like pastel coloring in pale rose and "blue." The young flowers have broad sepals and dense full petals of pale tyrian rose mixed with light violet and occasional flecks of white. As the flower ages it becomes clear tyrian rose without apparent fading until it drops. As a pot plant or as foreground planting it fills a new niche. The admirer of perfection in coloring and flower form will enjoy this one. Easy.

**WHITTIER** (Home Fuchsia Gardens)—Semi-double to double corolla, large center petals white, flushed pale orchid, shorter outer petals soft pink. Short tube and spreading sepals white, underside of sepals softest pink, tipped green. Under certain conditions flower varies from single to double and the entire corolla may be a self pale orchid pink. Medium grower, best displayed as a hanger.

**Please note** that we cannot accept your order for any of the above described non-patented 1955 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1955 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

**WHOLESALE PRICES** for Bali Hi, Berkeley, Cherokee, Chiquita, El Camino, Golden Marinka, Jamboree, Millionaire, Pink Parfait, Pink Popcorn, Pio Pico, San Jose, Sea Sprite, Tinker Bell, Vie en Rose and Whittier. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum RETAIL PRICE** for Bali Hi, Berkeley, Cherokee, Chiquita, El Camino, Golden Marinka, Jamboree, Millionaire, Pink Parfait, Pink Popcorn, Pio Pico, San Jose, Sea Sprite, Tinker Bell, Vie en Rose and Whittier, **for the entire year of 1955** is 75c each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or large containers.



# GENERAL COLLECTION OF FUCHSIAS

## INCLUDING 1954 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on pages 13 and 14.

Please note that whenever the terms "heat-tolerant" or "heat-resistant" are used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

**AFTERGLOW**—1954 introduction. Double frilly pale flame corolla, tube and recurved sepals creamy. Spreading bush, also try as hanger. Distinct and good in warmer sections. **20c.**

**AUNT JULIANA**—Orchid lavender sport of Uncle Jules. Very large flowers. Good also as hanger. **17½c.**

**AURORA SUPERBA**—Single orange peach and light apricot. **17½c.**

**AVALANCHE**—1954 introduction. Double white of good form. Probably best as a hanger. **20c.**

**BERNADETTE**—Double deep blue, sepals rose to red. Bushy grower, free bloomer. **17½c.**

**BETSY ROSS**—Trade Mark Reg. 1954 introduction. Double blue violet, tube and sepals white, blushed. Medium-sized flowers in profusion. Low branching plant. **35c.**

**BLUE WAVES**—1954 introduction. Double campanula blue, sepals neyron rose. Willowy upright grower, medium large flowers. **20c.**

**BOUDOIR**—1954 introduction. Double pale mauve blue, sepals creamy white. Medium large flower. **20c.**

**BRIDESMAID** (Patented) — Double corolla lilac-orchid, broad recurving sepals white, phlox pink on underside. Strong, medium high, bushy grower, with a profusion of large double flowers. **35c.**

Minimum retail price for 1955 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Bridesmaid in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Bridesmaid available from us at **10c** each.

**CAROUSEL** (Evans)—Double white corolla, tube and sepals crimson. Good foliage. New. **20c.**

**CHANG**—Single brilliant orange, flesh sepals flushed red. Strong grower, free bloomer. **20c.**

**CHECKERBOARD**—Single deep cerise rose, orange undertone. Long tube pale carmine, narrow sepals pure white. Heat resistant. Distinct. **17½c.**

**CHINA DOLL**—Double white corolla, large red sepals. Strong upright grower, many large flowers. **20c.**

**CITATION**—Wide open saucer-form corolla white, upturned sepals pink. Bushy upright grower, with a profusion of good sized flowers. Tops in white, open fuchsias. **20c.**

**CORONATION** (Patented)—Double corolla a distinctive shade of rosy-raspberry. Tube and long, narrow sepals waxy white, sepals flushed soft pink on underside. Tall, upright willowy grower. Early bloomer with large flowers. **35c.**

Minimum retail price for 1955 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Coronation in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Coronation available from us at **10c** each.

**COUNTESS OF ABERDEEN**—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**

**COVER GIRL**—Semi-double silvery blue, sepals rose pink. Medium-sized flowers on bushy, upright grower. **20c.**

**CRESCENDO**—Double peony purple and turkey red, sepals red. Medium bushy growth, brilliant coloring. **17½c.**

**CROWN JEWEL** (Schmidt)—Double ruffled glowing rose, broad sepals white, faintly blushed. Willowy grower, large flowers extra big in cooler sections. Sold out early in 1954. **25c.**

**DAINTY LADY**—Semi-double white, red sepals. Low, upright grower, free bloomer. **17½c.**

**DISPLAY**—Saucer-shaped single pink. Medium bushy growth, very free blooming. Top garden fuchsia. **17½c.**



**DON PERALTA**—Large single to semi-double rose madder. Vigorous grower, very large flowers. Good in warmer sections. 17½c.

**DOROTHY LOUISE**—Double corolla orchid pink, short sepals pink. Medium flowers freely produced on upright grower. One of best pinks. 20c.

**DR. JULES WELCH**—Double blue-violet, marbled pink. Medium high, bushy grower, good sized flowers. Stands heat well. 17½c.

**DU BARRY** (Patented)—Double corolla changes from purple to fuchsia, with smaller outside petals heavily marbled with flesh pink. Tube and broad, reflexed, sepals softest pink. Strong willowy grower with leathery leaves and large flowers of distinct coloring. 35c.

Minimum retail price for 1955 is 75c each for plants in 3" pots or smaller containers, \$1.00 each for plants in 4" pots or larger containers.

You can propagate your own Du Barry in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Du Barry available from us at 10c each.

**ELKHORN**—Large double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. 17½c.

**ENCHANTED** (Patented)—Large double corolla campanula blue, outer petals overlaid with fuchsia pink. The many smaller petals are attached to the broad base of the rose-red sepals and so spread out horizontally, encircling the large pendant center petals. Willowy grower, freely producing exceptionally large flowers of unique style. Wonderful in hanging basket. 35c.

Minimum retail price for 1955 is 75c each for plants in 3" pots or smaller containers, \$1.00 each for plants in 4" pots or larger containers.

You can propagate your own plants of Enchanted in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Enchanted available from us at 10c each.

**ERECTA**—Single light pink, flowers held erect. Good grower, very free bloomer. A novelty. 20c.

**FANTASY**—Semi-double spreading, pale to purplish blue, outer petals overlaid pink. Pink, green-tipped sepals. Branching grower, free blooming. Different. 20c.

**FLUORESCENT** (Trade Mark Reg.)—Semi-double soft orchid, sepals white, faintly marked pink. Willowy grower, try as hanger. By arrangement with the originator we grow our own plants of Fluorescent. 35c.

**FLYING CLOUD** (Patented)—Semi-double to double white, slight pink flush at base of petals, tube and long spreading sepals white, tipped green. Good grower, even outside the fog belt, but needs a cool location. Easily flowered in pots—a good seller. Under license with the patentee we grow our won plants of Flying Cloud. 35c.

Minimum retail price for 1955 is 75c each for plants in 3" pots or smaller containers, \$1.00 each for plants in 4" pots or larger containers.

**FRENCH**—Large fluffy double orchid lavender. Tube and outside of sepals flesh, inside sepals phlox pink. Medium high, bushy grower. Free blooming with good sized flowers. 20c.

**GARTENMEISTER BONSTEDT**—Triphylla hybrid with long-tubed light orange flowers in clusters. Reddish foliage. 17½c.

**GAY PAREE**—1954 introduction. Double purplish and some variegation, outer petals phlox pink with purplish splashes. Sepals white, flushed pale carmine. Early bloomer, needs warmth for best flowers. Willowy grower, best as hanger. 20c.

**GAY SENORITA** (Schmidt)—Single bell-shaped corolla lilac, flushed rose. Long sepals rose red. Large flowers, very free flowering. 17½c.

**G. MONK**—Double blue, sepals rose. Low, bushy, free blooming. 17½c.

**GREEN 'N GOLD**—1954 introduction. Sport of fuchsia Glendale with same growth habit and masses of small rose-carmine flowers. Leaves are green, cream and gold. Stands considerable sun. Try in basket. 25c.

**GYPSY PRINCE**—Sport of Gypsy Queen with all its excellent growth and blooming habits but Gypsy Prince is deep violet purple, broad sepals bright red. 20c.

**GYPSY QUEEN**—Double rose mauve, sepals deep red. Upright grower with enormous flowers. Tops everywhere. 17½c.

**HERON**—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. 17½c.

**HIS EXCELLENCY**—Large double rich blue-violet, long sepals white. The finest flower in this group. 20c.

**HOLLYDALE**—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. Finest pot plant. 17½c.

**HONEYMOON**—Double spreading corolla beautiful deep blue, red sepals. Free, early bloomer. 17½c.



**INNOCENCE**—Double or semi-double white, long white sepals, blushed on underside. Branching grower, blooms early and continuously. **20c.**

**IXL**—Long single corolla white, long recurved sepals soft pink. Free bloomer, try as basket. **20c.**

**JUPITER**—Single flaring, deepest violet. Recurved sepals deep crimson. Upright grower. Unsurpassed for constant perfection of flowers. **17½c.**

**KEYSTONE**—Long single soft orchid pink, tube and wide-spread sepals pale pink. Medium, spreading grower, very free flowering. Heat tolerant. Early to bloom—one of the best. **17½c.**

**KING'S RANSOM**—1954 introduction. Double corolla deep imperial purple with broad, recurved white sepals. Vigorous, upright grower, free blooming. **20c.**

**LACE PETTICOATS** (Patented)—Double wide-spread corolla white, broad sepals white. Inside of sepals and petals are faintly blushed, in warmer sections shot with pink, enhancing an otherwise all-white large double fuchsia. Upright, wil-low grower. Especially fine in the cooler regions. **35c.**

Minimum retail price for 1955 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Lace Petticoats in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Lace Petticoats are available from us at **10c** each.

**LADY ANN**—Double of many curled petals, opening purplish-blue, with outer petals marbled phlox pink. Broad sepals white, blushed on underside. Bushy, upright grower, fine foliage, free blooming. Particularly fine form and color in the cooler sections. **20c.**

**LORD BYRON**—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots. **17½c.**

**LUCKY STRIKE**—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular. **17½c.**

**F. magellanica gracilis variegata**—Growth and flowers same as with *F. magellanica*, but foliage is variegated silvery white. Nice hanger, too. **17½c.**

**MAZDA**—Single flaring corolla orange, sepals pale carmine. Strong upright grower, free flowering, heat resistant. **20c.**

**MEL NEWFIELD**—Large double violet purple, geranium lake splashes at petal base. Recurved sepals bright red. Upright grower, early bloomer, large flowers. Good in the warmer sections. **20c.**

**MELODY**—Single pale rosy lilac, sepals palest rose. Strong upright grower, free blooming. Good everywhere. **17½c.**

**MISS FRILLS**—1954 introduction. Double frilly corolla soft orchid lilac, blue infusion in warmer sections. Sepals rose pink. Bushy grower, free flowering. **20c.**

**MISSION BELLS**—Single bell-shaped corolla deep royal purple, sepals red. Strong upright grower, free bloomer. **17½c.**

**MOONLIGHT**—Double palest blush, sepals white, tipped green. Branching grower—try in basket. Beautiful large pastel. **20c.**

**MRS. W. P. WOOD**—Similar to *F. macrostemma alba*, but larger flowers. Hardy, does well in warmer sections. **17½c.**

**NEW FASCINATION**—Double spreading corolla soft pink, sepals red. Strong upright grower, large flowers. **17½c.**

**OLD SMOKY** (Schmidt)—Double old rose with a smoky cast, outspread sepals flesh, underside of sepals pink. Upright grower with pendant branches, useful as a hanger. Large flowers and novel coloring distinguishes Old Smoky from all other fuchsias. A best seller. **20c.**

**OREGON TRAIL**—Single saucer-shaped corolla light amparo purple, sepals crimson. Upright grower, early and very free blooming. **17½c.**

**OTHERFELLOW**—Single near-white deepening to coral pink, short green-tipped sepals waxy white. Upright grower, very free flowering. **20c.**

**PARTY FROCK** (Trade Mark Reg.)—Semi-double lavender blue, splashed phlox pink. Upturned sepals rose pink. Upright grower, large flowers. By arrangement with the originators we grow our own plants of Party Frock. **35c.**

**PATTY EVANS**—Double white, sepals softest rose or pink. Vigorous, large flowers, blooms freely. Tops in this class. **17½c.**

**PEPPERMINT STICK**—Double royal purple center, outer petals light rose with purple edge. Broad sepals carmine rose. Upright with large spreading flowers. **20c.**

**PINK FAIRY**—1954 introduction. Double clear pink, recurving sepals palest rose. Upright branching grower, blooms very freely. This is a good, large, pink fuchsia. **20c.**



**POTENTATE**—1954 introduction. Similar in coloring to Rubeo, but somewhat longer tube, longer corolla and longer sepals. Willowy grower, try as espalier or hanger. Heat resistant. **20c.**

**PURPLE HEART**—Double violet purple, outer petals china rose. Sepals crimson. Upright willowy grower, large flowers of rich coloring. **17½c.**

**RED TRUMPET**—Single purplish turning to deep wine, long red tube and red sepals. Tall, "climbing" plant, luxurious foliage. Useful espalier or pillar variety. **20c.**

**REITER'S GIANT**—Double petunia purple, carmine sepals. Upright grower and free flowering for such a large flower. **17½c.**

**REVERIE**—Double soft lilac pink, tube and sepals flesh pink, underside of upturned sepals phlox pink. Upright grower, heat tolerant. One of Victor Reiter's top fuchsias. **20c.**

**ROSE OF DENMARK**—Single lustrous rose pink, recurved sepals white. Medium-sized flowers, bloom freely. **20c.**

**ROYAL FLUSH**—Single flat corolla royal purple, sepals deep red. Upright grower, profusion of bloom. Fairly large flowers. **20c.**

**RUBEO**—Double, rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. This is one of the best of all fuchsias—tops in any climate. **17½c.**

**RUFUS**—Single, self-colored turkey red. Upright, bushy grower, covered with medium sized, bright red flowers. Hardy and heat resistant. **20c.**

**SAN LEANDRO**—Double, fuchsin to vermilion, sepals carmine. Upright grower, large flowers. This is one of the best big doubles. **17½c.**

**SAN LUIS OBISPO** (Trade Mark Reg.)—Double spreading corolla white, blushed and veined carmine. Petal edges curled and serrated. Sepals deep carmine. Upright grower, many large flowers. One of the showiest of fuchsias. **35c.**

**SANTA MARIA** — Double white, heavily veined red. Broad sepals deep red. Upright grower with leathery leaves, free flowering. Large flowers. Stand heat quite well. **20c.**

**SAPPHIRE**—1954 introduction. Double purplish blue, sepals pink. Medium high, self-branching with good sized flowers of contrasting coloring. **20c.**

**SCHILLER**—Single rosy purple, sepals white, pink flush. Strong upright, free flowering. Stands more sun than most fuchsias. **17½c.**

**SEA SHELL**—Double shell pink, sepals white to phlox pink. Upright bushy grower, very free flowering. A lovely fuchsia. **20c.**

**SEQUOIA** — Sport of Honeymoon, corolla orchid-lilac. Very early and free blooming—this is a good seller. **17½c.**

**SILVIA**—Semi-double pure white, upturned sepals light pink. Tall grower, very free flowering, heat tolerant. **20c.**

**SLEIGH BELLS**—1954 introduction. Large bell-shaped single, all white, with long upturned white, green-tipped sepals. Strong upright grower with fine foliage, very free flowering. Heat tolerant, too. We consider Sleigh Bells to be Clem Schnabel's masterpiece—the finest single white fuchsia. **25c.**

**SNOWBALL**—Large double white, broad upturned sepals white, slightly flushed pink at base of sepals. Upright grower, with largest of all "all-white" flowers. Best under cool growing conditions. **20c.**

**SOLANO** (Evans) —Single corolla deep rose, flame undertone; sepals white with pale carmine flush, curved pagoda-roof fashion. Strong upright, spreading grower, good foliage, masses of flowers. Heat resistant, good for landscape use. NEW, **25c** each.

**SOPHIA**—1954 introduction. Double dubonnet purple, long sepals waxy white, flushed pale carmine on inside. Strong willowy grower with fairly large flowers. **20c.**

**SOUV. DE H. HENKEL**—A triphylla hybrid. Single orange-pink corolla, long tube and short sepals deep pink. Handsome reddish foliage, flowers in clusters, stands sun. **20c.**

**SPRING SHOWER**—Semi-double long-petaled white, upturned sepals phlox pink. Tall upright, noted for superabundance of medium large flowers. Blooms early and continuously. **20c.**

**STORM KING**—Double white, red sepals. Considered by many to be the finest red-and-white, upright growing fuchsia. **17½c.**

**SUNRAY** — Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful pot plant. **25c.**

**SUPER BRITISH**—Single orange-crimson, sepals waxy white. Willowy grower, free blooming, stands heat. Excellent color contrast. **17½c.**



**SUSAN**—Double lilac blue, sepals soft pink. Medium vigor, very early bloomer. Good pot plant. **17½c.**

**TEMPTRESS** (Evans)—Double deep lilac blue, broad sepals shiny red. Medium large flower with round, full corolla. Bushy spreading grower with leathery leaves. A good new fuchsia. **25c.**

**THE ARISTOCRAT**—Double spreading corolla white, broad upturned sepals pale carmine or pink. Strong upright grower, free blooming, with large, showy flowers. A very good garden fuchsia. **20c.**

**THE CHIEF**—Double violet purple, sepals red. Strong, bushy upright grower with good foliage and fairly large flowers. One of the best in this class. **17½c.**

**THE INDIAN**—1954 introduction. Semi-double corolla opens from purplish red to bright crimson, with waxy tube and long, upturned white sepals. Willowy grower, probably best displayed as a hanger or espalier. In the fog belt this is quite double and large and one of the most highly colored of all fuchsias. **25c.**

**TIMMY** (Evans)—Semi-double white, pink veins and broad, upturned red sepals. Stamens and pistil extend far beyond the corolla to give quite a perky effect. Timmy is the first result of some F. Ricartoni crosses Jack Evans has made and features the same type growth, with small leaves and heat resistancy. Small but showy flowers produced in abundance. NEW. **35c.**

**TORPILLEUR**—Double white, heavily veined, sepals red. Strong upright grower with leathery leaves, free blooming. Stands more sun than most double fuchsias. **17½c.**

**TRIUMPHANT**—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety. **17½c.**

**TUTU**—Double orchid lavender with broad white sepals, phlox pink on underside. Medium, upright grower, lush foliage, very large flowers. **20c.**

**UNCLE JULES**—Double violet blue, sepals crimson. Willowy grower with large flowers of fine "blue" color. **17½c.**

**VOODOO** (Patented)—Double corolla darkest of any large double fuchsias—a deep purple-violet. Wide, upturned sepals darkest red. Upright grower, large flowers. The popularity of large double red-and-purple fuchsias goes on and on and the richly contrasting deep coloring of Voodoo places it right at the top. **35c.**

Minimum retail price for 1955 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own plants of Voodoo in 1955—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Voodoo available from us at **10c** each.

**WEDGEWOOD**—Double lavender blue, tube and sepals waxy white, underside of sepals faintly blushed. Upright, bushy grower. Heat tolerant. **20c.**

**WEE ONE**—1954 introduction. Entire double flower lovely soft pink. Strong willowy grower may be used as hanger. Exceptionally good foliage and continuous bloom. Real perky small-to-medium sized flowers. **20c.**

**WHITEMOST**—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest. **17½c.**

**WHITE WONDER**—Double white, broad sepals crimson. Strong upright grower. A Gypsy Queen sport with very large flowers. Highly recommended. **17½c.**

**WINSTON CHURCHILL**—Double magenta pink, shaded blue; sepals red. Medium bush, good sized flowers, very free flowering. One of the real top varieties—excellent for pots. **17½c.**

**YANKEE-DOODLE**—Single flat corolla white, with irregular elongated blotches and stripes of blue-purple. Sepals red. Medium tall grower, lots of flowers. **Please note** that only red-and-white flowers may be produced by some plants. However, the average plant will have both red-and-white and red-and-variegated flowers. **25c.**

**YONDER BLUE**—1954 introduction. Double globular corolla an attractive shade of deep blue. Sepals rose red. Upright grower, large flowers freely produced. Distinctive coloring. **20c.**



## HANGING POT or TRAILING FUCHSIAS

**AMAPOLA**—Usually semi-double, rose purple; tube and sepals dark pink. Vigorous grower, large flowers. 17½c.

**ANNA**—Double, rose madder to carmine; long, broad red sepals. The very large flower is a best seller in all fuchsia growing sections. Heat resistant—absolutely tops. 17½c.

**AUTUMNALE**—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. Beautiful as a hanger. 20c.

**BEWITCHED** (Patented)—Double corolla du-bonnet purple; long, green-tipped sepals white, inside sepals flushed palest pink. Large flowers, produced in abundance. Dramatic color contrast proved to be a leader in retail sales. 35c.

Minimum retail price for 1955 is 75c each for plants in 3" pots or smaller containers, \$1.00 each for plants in 4" pots or larger containers.

You can propagate your own BEWITCHED in 1955. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of BEWITCHED available from us at 10c each.

**BLACK MAGIC**—1954 introduction. Double deep purple, recurved sepals deep red. Medium grower with an abundance of fairly large flowers, particularly fine in the cooler sections. 20c.

**BLOOMER GIRL**—Double pale pink corolla, veined carmine at base, upturned sepals red. A natural trailer with large flowers, free blooming. We consider this to be one of Miss Waltz's finest introductions. 20c.

**BLUE PENDANT**—Double pale powder blue, sepals rose pink. Moderate, branching growth, extra early and very free bloomer. Beautiful soft colored flowers that can take a warm climate. Tops. 17½c.

**BLUE PETTICOAT**—1954 introduction. Double silvery lilac lavender. Sepals white to pale blush. Corolla turns to a pleasing orchid pink as the flower matures. Good grower, early and free blooming. 20c.

**BOUFFANT**—Long single white corolla, large spreading sepals pink to rose red, depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular. 17½c.

**CARIOCA** (Schmidt)—Single spreading corolla with petal edges notched; long green-tipped upturned sepals. Opens with purplish shading to petals, but changes to large flowers of almost self-rose. Heat resistant, strong grower, very free flowering. 17½c.

**GIANT CASCADE** — Between Cascade and Hallowe'en in size and color. Very fine, large-flowered, a true trailer. Highly recommended. 17½c.

**IMPERIAL CROWN**—Single flaring-bell corolla glowing salmon orange. Long flesh tube and narrow spreading sepals flushed pale salmon, sepals tipped pale green. Medium grower, good foliage and free bloomer. Likes the warm climate. Excellent fuchsia. 25c.

**INCA MAIDEN** (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. Noted for perpetual bloom. Heat resistant—none easier. 17½c.

**LILIBET**—1954 introduction. Double soft rose, flushed geranium lake. Long tube and outside base of recurved white sepals flushed pale carmine. Beautiful long-pointed, green-tipped buds. Strong pendant grower with many large and showy flowers. The most popular hanger in 1954—should be in strong demand this year. 25c.

**MARINKA**—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and most popular. 17½c.

**MERLE HODGES**—Double large fluffy corolla powder blue, outside petals flushed fuchsia pink. Some petals are scalloped. Broad sepals rosy red. Best in the fog belt, or during cool months in warmer sections. 17½c.

**MERRY-GO-ROUND**—Double corolla deep petunia purple, overlaid and splashed light salmon on outer petals. Tube and long upturned sepals bright red. 20c.

**MRS. RUNDLE**—Single light orange, long tube and sepals pale salmon. Strong growth, beautifully shaped large flower. 17½c.

**MRS. VICTOR REITER**—Single crimson, long tube and narrow sepals white. Tops in bright color contrast and grace of flower. 17½c.

**PINK BALLET GIRL** (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow. 17½c.

**PRINCESS MARGARET ROSE**—Imported. Double corolla mauve blue, waxen tube and white, upturned sepals. Moderate grower, abundance of medium-sized flowers. 20c.

**PURPLE SAGE**—Single deep purple corolla opens flat, displaying extra long red stamens and pistil. Recurved deep red sepals. Medium grower with dark leaves. Blooms very freely and stands up well in warm sections. 17½c.



**RAINDROPS** (Evans)—Long single corolla composed of four rolled petals, glowing deep rose; long tube and spreading sepals white with palest carmine flush. Strong grower, shiny green leaves, many fairly large flowers. **NEW. 25c.**

**RED CAP**—1954 introduction. Large single flaring corolla of a showy cerise rose, with a flush of orange. Thick tube and sepals bright red. Many wide-open flowers on a medium strong grower. A new, bright color in hangers. **20c.**

**RED SPIDER**—Single rose red to crimson, slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops. **17½c.**

**ROY JOYCE**—Corolla deep violet blue; waxy tube and white sepals, sepals flushed pale carmine inside. Light green foliage, many medium sized flowers. **20c.**

**SAN FRANCISCO**—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. Unsurpassed orange variety, likes the warmer climates. **17½c.**

**SAN MATEO**—Double, deepest violet, splashed fuchsia pink. Sepals rosy red. Very large informal corolla. One of the most popular giant-flowered hangers. **17½c.**

**SAN PABLO**—A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. **17½c.**

**SEVENTEEN**—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. One of the finest. **17½c.**

**SNOWFLAKE**—Single white bell-shaped corolla, upcurled sepals white. Strong grower with dark green foliage, easy to grow, free blooming. Heat resistant. One of the top sellers for the warmer sections. **20c.**

**SOUTH GATE**—Double corolla pale pink, upturned sepals medium pink, tipped green. Vigorous, spreading, with a profusion of medium large flowers. Blooms early and is one of the top pink fuchsias. We recommend it highly for the warmer sections. **20c.**

**STREAMLINER** (Patented)—Everything about this great fuchsia is streamlined—the long slender buds, long thin tube, long semi-double corolla, extra long twisted and curved sepals, and even the strong growth streamlines directly down from the hanging pot. Similar in coloring to "Red Spider," but deeper colored in both corolla and sepals. Streamliner loves the warmer climate and produces sheets of blooms wherever grown. **35c.**

Minimum retail price for 1955 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own **STREAMLINER** in 1955. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of **STREAMLINER** available from us at **10c** each.

**SWINGTIME**—Double corolla milky white, tube and short, upturned sepals shiny red. Good grower of branching habit, free blooming, with large flowers having a prominent corolla. One of the top hanging basket fuchsias, as Swingtime likes the warmer climate and performs equally well in the cooler sections. **17½c.**

**TRAIL BLAZER**—Best described as a double "Red Spider" with sepals a little paler in color. A real trailer, with branches hanging directly down the sides of the basket. **17½c.**

**TUMBLING WATERS**—1954 introduction. Double cyclamen purple, reflexed sepals deep crimson. Good grower, a true trailer with large flowers. **20c.**

**TWILIGHT MIST** (Evans)—Double lavender blue, marbled fuchsia pink on outer petals, upturned sepals deep pink. Restrained grower of the Blue Pendant type, also with medium flowers and free blooming. **NEW. 25c.**

**VAGABOND**—Large double corolla cerise red, flushed geranium lake on outer petals. Long, broad, recurved sepals deep red. Very strong grower, large leaves, with enormous flowers. Excellent in warmer climates. **20c.**

## OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets, specially those printed in heavy type:

Afterglow, Aunt Juliana, Aurora Superba, **Avalanche**, Crown Jewel, **Enchanted**, Fantasy, Fluorescent, Flying Cloud, **Gay Paree**, Green 'N Gold, His Excellency, Innocence, **IXL**, Lace Petticoats, **Lucky Strike**, *F. magellanica gracilis variegata*, Moonlight, **Old Smoky**, **Patty Evans**, Potentate, Super British, The Indian, **Uncle Jules**, Voodoo, Wee One and **Whitemost**.



## 355 Lambert Avenue • Palo Alto, California

AMOUNT ENCLOSED \$\_\_\_\_\_

STREET OR R.F.D. \_\_\_\_\_

COUNTY \_\_\_\_\_

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QUAN.		AMOUNT FORWARDED	
		TOTAL	
		AMOUNT FOR POSTAGE IF WANTED BY PARCEL POST	
		AMOUNT ENCLOSED	



*This is how you, too,  
can propagate  
Patented Fuchsias in 1955!*

As was the case when roses and other plants were first patented, a good many nurserymen were "dead set agin it" when the first fuchsias were patented.

Most nurserymen know now that the sure money and best protection against chiseling is to be found in a patented variety. The modern nurseryman is glad to see good varieties patented, as that protects him in all stages of marketing a plant and assures a reasonable established profit. We are sure that only the few nurserymen who do not understand how the patent works in their favor are still against it.

In the case of fuchsias it is very simple. Take as an example the variety "Flying Cloud," introduced in 1949 by Victor Reiter, Jr. Plants were available from him during 1949 at 35c each wholesale, to sell at \$1.00 each retail. The next year, 1950, many nurseries in the West propagated their own stock of "Flying Cloud" and merely purchased the patent labels at 10c each from Mr. Reiter. The nurseryman could then sell his own propagated stock at wholesale for 35c each, or at retail at \$1.00 each, provided each individual plant he sold had on one of the patent labels purchased from Victor Reiter, Jr. This continues on, with the originator setting the price per label, the wholesale price and the retail price each succeeding year, during the life of the patent.

▶ This, then, works the same way with the eight patented varieties we introduced in 1950, 1951, 1952 and 1953 for the originator, Horace M. Tired. You may propagate these eight patented varieties, *Bewitched Bridesmaid, Coronation, Du Barry, Enchanted, Lace Petticoats, Streamliner* and *Voodoo*, in 1955 and sell your own plants at 35c each wholesale to other nurseries and a minimum of 75c each retail for plants in 3" pots or smaller containers, and a minimum of \$1.00 each for plants in 4" pots or larger containers, provided each plant has one of the patent labels furnished by Mr. Tired. However, in order to avoid confusion and to facilitate sales, we will have the labels for sale for the originator, Mr. Tired. You do not have to order plants of any kind from us, in order to buy the patent labels. Just mail in your order for so many labels of either *Bewitched, Bridesmaid, Coronation, Du Barry, Enchanted, Lace Petticoats, Streamliner* and *Voodoo* at 10c per label, F.O.B. Palo Alto.

*See other side for Propagating Agreement*



You can propagate Patented Fuchsias

*... see other side of this sheet*

## AGREEMENT

with the Schmidt Nursery

Covering the New 1955 Fuchsia Introductions

This agreement covers the following 1955 Fuchsia Introductions: Bali Hi, Berkeley, Cherokee, Chiquita, El Camino, Golden Marinka, Jamboree, Millionaire, Pink Parfait, Pink Popcorn, Pio Pico, San Jose, Sea Sprite, Tinker Bell, Vie en Rose and Whittier.

Excepting the above named sixteen varieties and all the patented and Trade Mark Reg. varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1954-1955 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyright label bearing the variety name and the name of the originator, any or all plants of above named 1955 Fuchsia Introductions BEFORE JANUARY 1, 1956. The undersigned further agrees not to sell the said variety named fuchsia plants at retail for less than the minimum retail price set forth in this 1954-1955 catalogue on page 7, except as otherwise provided in the Fair Trade Act applicable.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions* covering the 1955 Fuchsia Introductions in question.

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Date

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Please Print—Name of Nursery

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Signed by

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Street or R.F.D.

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City

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Zone

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State



# LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

The following are not 1955 novelties, but new introductions of 1954 and 1953. Priced at end of group descriptions.

**CHERIE** (Kerrigan)—Ruffled palest pink, with rose spot in each petal. Large upright-flowering umbels (instead of the usual outward-facing flowers). Popular in 1954.

**DAWN** (Kerrigan)—Very large, soft salmon pink with an apricot undertone, near-white at center, medium sized velvety-maroon blotch in top petals. Low, bushy grower. Tops.

**DELILAH** (Schmidt 1954)—Lower petals soft orchid pink, small rose spot in petal center. Top petals deep velvety red-brown, veined red and black, deep salmon flush on light border. Very large flowers.

**GERONIMO** (Kerrigan)—Good sized flowers of glowing blood red on fairly bushy plant. Distinctive bright red flowers last well.

**HOLIDAY** (Evans)—Ruffled flowers in large umbels. Lower petals white with pink blush; top petals deep velvety maroon

with strawberry flush toward border. Showy color contrast.

**LAVENDER GRAND SLAM** (Schmidt 1953)—Sport of Grand Slam with the same good habit of growth and long blooming season, but color is a fairly deep orchid lavender.

**PINK CONSPICUOUS** (Schmidt 1953)—Sport of Conspicuous, with the same continuous blooming season, but somewhat lower, more branching in growth. Frilled flowers palest blush, dark red veining and blotch in top petals.

**PRELUDE** (Kerrigan)—Slightly deeper in color and even larger in flower size than Dawn. Very good.

**WHITE CLOUD** (Kerrigan)—No longer "Patent applied for." The first all-white Lady Washington geranium. Large flowers, very free blooming. Even small pot plants bloom well.

## Wholesale Prices for above nine varieties, strong 2½" pot plants:

5 plants of one variety, each 60c; 10 plants of one variety, each 45c. 25 plants or more of one variety, each 35c; 100 or more of one variety, each 30c.

**GRAND SLAM** (Schmidt)—Most nurseries report: "Sold out four years in a row." Because of its low, bushy growth and masses of big red flowers Grand Slam is undoubtedly the leading red Lady Washington geranium. **New low price:** 5 plants, each 45c; 10 plants, each 35c; 25 or more plants, each 30c and 100 or more plants, each 25c.

## GERANIUMS

All strong stock grown in 2½" pots. Not less than five plants of a variety at wholesale prices.

**DWARF GERANIUMS:** Black Vesuvius 50c; Kleiner Liebling 25c; Madame Fournier 25c; Pigmy 35c; Pixie 35c and Pride 35c each.

**SCENTED-LEAVED GERANIUMS:** Clorinda, Fair Ellen, Lemon, Lime, Peppermint, Pungent Peppermint, Nutmeg, Rose, Strawberry, Variegated Prince Rupert and Variegated Rose geranium. 25c each.

**UNUSUAL GERANIUMS:** Morning Star, a soft salmon, and Southern Cross, a salmon-coral Cactus-Flowered geranium. 35c each. Noel, the pure white one, 25c each. **New Life**, no two flowers alike—red, striped and flecked white—35c each.

**FANCY-LEAVED GERANIUMS:** Alpha 25c; Crystal Palace Gem 25c; Distinction 25c;

Dwarf Gold Leaf 35c; Happy Thought 25c; Jubilee 25c; Miss Burdett Coutts 50c; Mrs. Cox 50c; Mrs. Parker 25c; Skies of Italy 25c; Wilhelm Langguth 25c.

**IVY-LEAF GERANIUMS:** Excepting Madame Margot and Sunset, we are listing only some of our own originations, not generally available in the wholesale trade: Bridesmaid, Butterflies, Caprice, El Gaucho, Jester, Madame Margot (syn. L'Elegante), Old Mexico, Sunset, The Duchess and Valencia. All 25c each.

**SWEET HELIOTROPE:** We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. Strong 2½" pot plants, 20c each.



1954-1955 SPECIALIST'S WHOLESALE CATALOGUE

# *Fuchsias*

*Geraniums*

*Pelargoniums*

## SCHMIDT NURSERY

355 Lambert Avenue

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Palo Alto, California

Palo Alto Phone DAvenport 2-4501

Wm. E. Schmidt, originator and grower, thirty years in the nursery business.  
Member of the American Fuchsia Society, International Geranium and Pelargonium  
Society, California Horticultural Society, California Association of Nursery-  
men, American Association of Nurserymen and the  
American Horticultural Council, Inc.

*We are a Pinto Tag Nursery*

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